

GAIN IN MILEAGE SAVES MILLIONS

Chevrolet Brings Mileage to Highest Point in Six-Cylinder Car Field.

DETROIT, Oct. 12.—Millions of dollars could be saved annually by the automobile-owning public through a more strict observance of the factors that control the gasoline mileage offered by the average automobile. It was revealed in a survey on fuel economy completed by the Chevrolet Motor company.

A gain of from two to five miles on the gallon of gas could be effected, on the average, it was shown, if the motorist paid strict attention to the elements that govern fuel consumption.

The matter of economy has always been a factor of the uppermost importance with Chevrolet in the designing of its cars. Having brought the mileage to the highest point ever offered in a six-cylinder car, Chevrolet sought to correct in this survey, the many seemingly unimportant details, which through carelessness or indifference on the part of the driver, cut down the mileage that might be obtained through more intelligent handling of the car.

Seek Greater Mileage
Manufacturers have been doing their utmost to make gains in the direction of greater mileage and now it is felt that with greater co-operation from the driver, motorists may ride millions of miles yearly at no extra fuel cost if the matter of watchfulness can make a sufficiently strong appeal.

Just how this attention to fuel economy brings its reward is illustrated in records of performances coming in to the company's offices, which show that although the Chevrolet Six is expected to run approximately 20 miles to the gallon motorist in various sections of the country are getting 23, 24 and 25 miles through just a little added attention to the matter.

The majority of items to be watched are rather obvious to the average automobile owner, but through an inadequate appreciation of their importance, are commonly overlooked.

The survey sets down specifically a number of factors, which, if observed, should increase your mileage, two to five miles to the gallon. They are:

1. When standing or waiting for the light to change, don't race your motor.
2. When you make a stop of more than a minute, turn off your motor.
3. Don't drive at excessive speeds unless the occasion demands. High speed travelling burns more gas.
4. Remember that the faster you drive the more gas you consume. So when you find that you are about out of gas and are heading for a gas station, take it slowly and your chances for negotiating the distance will be greater.
5. When starting watch the choke. Don't drive with the choke out a moment more than necessary.
6. Be sure that your brakes are not dragging. This cuts down your mileage. Get your brakes inspected frequently.
7. Have your valves ground when they need it.
8. See that the idling adjustment on your carburetor is set at the proper point so that the mixture is not too rich. If it is not at the proper point it gives you inefficient idling performance and wastes gas.
9. Don't fill your gas tank full to the cap, some will escape through the vent in the cap.
10. Don't ride the clutch.
11. Watch gas line for leaks at joints. Check it periodically to see that fittings are tight.
12. Be sure that spark is in fully advanced position.
13. Avoid excessive use of brakes in traffic.

Observance of these suggestions, the survey points out, will save money for the motorist and add considerable mileage to your driving and reduce the number of necessary stops at the gasoline station.

RADIO, DURANT COMBINATION AIDS POLICE

BERKELEY, Cal., Oct. 12.—In the wee small hours of the morning, when most good citizens are asleep, a voice over the ether waves calls from police headquarters:

"Hello—Hello? Officer? Marlin? Sergeant Pligcon talking."

"There's a couple of second story operators at work at 1010 Blank street."

Miles away, the guardian of the law patrolling his beat answers the summons. In a few moments two criminals are under arrest. Another triumph of science over the criminal is complete.

For the Berkeley police department, one of the few completely motorized police agencies in the United States, today has added to its scientific complement the powers of the radio vacuum tube. Within the next few weeks, it is reported, every automobile used in the department will be equipped with a radio set to receive signals and broadcasts from the central station.

The above conversation was one held last week between Officer C. H. Marlin and desk Sergeant Ralph Pligcon, to test the efficiency of the new device. Driving his own Durant six-cylinder coupe, full officers of the Berkeley force own their own cars. Marlin received clearly the summons of his superior officer and, although several blocks away from the scene of the alleged "crime," arrived in a few moments.

Metric Plug In Dodge 6 Insures Flexible Engine

Racing car, airplane and high-compression automobile engines are to the common run of motors what the thoroughbred race horse is to the ordinary nag. They are decidedly "snappy," but to develop the fine performance of which they are capable, their nerve systems must be kept in good order.

The nerve system of a gasoline motor is its ignition. This supplies that vital spark of energy which gives it life. The type of ignition system that suffices for the ordinary low-compression motor would not suffice for the high-compression motor any more than the nerve system of the ordinary work horse would do for a Man O' War.

One of the most highly developed points on racing cars is the ignition system, especially illustrated in the 500-mile automobile races at Indianapolis. Spark plugs that suffice for some passenger cars would go to pieces at Indianapolis, and the high-compression engine is a development of lessons learned at that famous track. Out of these speedway classics have emerged the modern high-compression, super-performing motors.

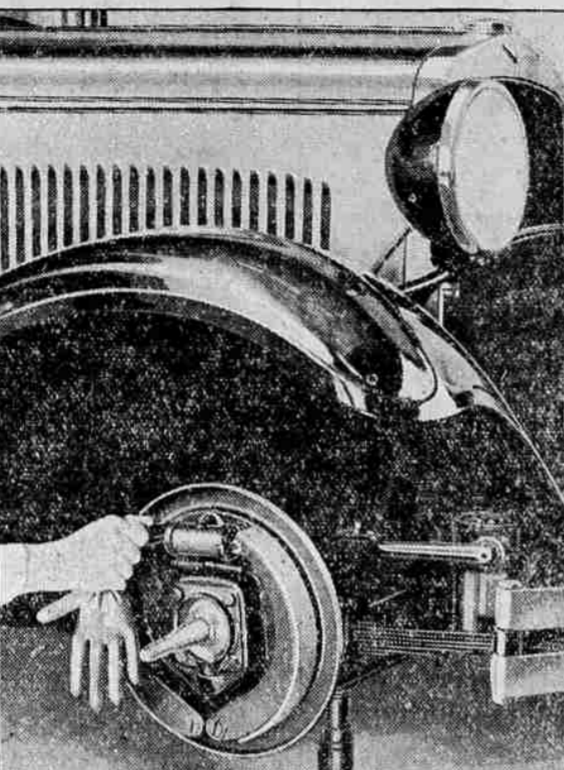
Naturally, with the greatly improved performance and power output developed from the high-compression engine, have come other improvements. The spark plug is one of them.

One of the recent improvements in the Dodge cars has been the adoption of the metric spark plug in place of the 7/8-inch type usually employed. The change was made because the new plug permits the motor to meet both idling and high-speed driving conditions better.

The metric plug, so called because of its metric dimensions, is smaller in diameter than the standard 7/8-inch type. It is used practically universally in aviation practice, and is coming in rapidly for the more highly-developed automobile engines, particularly of the high-compression, high-efficiency type.

A feature of this plug is its coolness in operation, the smaller shell enabling the cooling water to be brought closer to the electrodes. The Dodge combination chamber is scientifically shaped to afford the smallest uncooled space, and this reduction, together with the fine electrical characteristics

THE PRINCIPAL OF HYDRAULIC BRAKES.



In the scientific law that pressure exerted upon a fluid enclosed in a vessel is transmitted equally in all directions, lies the efficiency of hydraulic brakes used on Dodge Brothers cars. Here the principle is demonstrated by squeezing water in a rubber glove, showing equal pressure to all fingers. The exposed brake mechanism has a cylinder at the top which expands the brake when hydraulic pressure is transmitted from the master cylinder by the brake pedal. Equal braking pressure is thus insured on all four wheels.

COLD WEATHER NEAR, DRIVER IS REMINDED

With cold weather just around the corner it is advisable to make sure that the automobile battery is capable of furnishing the additional electrical power needed for winter driving, advises Mr. Kendall, local manager of the Western Auto Supply company.

"The next few months will bring an added strain on the battery," says Mr. Kendall. "Shorter days mean that headlights must be turned on earlier in the evening and cold weather usually makes the motor harder to start if the battery is not in first class condition."

"With battery prices lower than they have ever been before, it is poor economy to keep on using a battery that has passed its period of usefulness. Repairs are expensive and auto owners will find it much more economical to take advantage of the low prices on new batteries when the old battery is in need of repairs."

GARAGE GOSSIP

Here Yesterday—
W. E. Hanks of Portland, from the Willys-Overland Pacific company, was a visitor of Gettings & Hanks yesterday.

Unload Carload—
Three carloads of Ford automobiles were unloaded by the Perkins Motor company this week.

Representative Here—
W. M. Burgeson, representative of Ford Motor company, was in La Grande this week-end calling at the Perkins Motor company.

Stepped Here This Week—
Mr. Hobbs of the Hobbs Airways stopped in La Grande Friday.

Firestone Representative Here—
Jack Redmond, Firestone truck and bus tire representative, was in La Grande Thursday. E. T. Johnson, Firestone dealer of Pendleton, accompanied him.

Firestone Ball Game—
Reports are favorable for the Firestone ball game that is being

played by the local dealers, their rank in state competition having risen considerably since the beginning of the contest.

Purchases Olds Sedan—
C. E. Neffy has bought an Oldsmobile De Luxe sedan from the Oldsmobile Sales company.

Unload Carload of Studebakers—
M. J. Goss has unloaded a carload of Studebaker cars. Among them were a Commander eight sedan, Dictator six sedan, Commander eight roadster and Dictator coupe.

Owens New Studebaker—
C. E. Davis of Union is the owner of a new Commander eight Studebaker roadster, purchased from M. J. Goss. Yeto Colomo of North Powder, was a recent purchaser of a Studebaker Dictator coupe.

New Car Sold—
A Willys-Knight coupe has been sold to T. A. Courtney of Baker.

Business Trip—
W. H. Hanks of Gettings & Hanks went to Portland last week-end and returned with a new Willys-Knight.

To Spokane—
Mr. and Mrs. William H. Boers went to Spokane, where he is employed by the Hudson-Knox agency. He was a former resident of La Grande and was employed by the same company.

Received Carload—
The Chrysler garage has received a carload of Chrysler 70's, three sedans and one coupe.

Hunting Trip—
H. L. Campbell, shop foreman of the Chrysler garage, went deer hunting last Monday in Wallawa county and will return next Monday.

Sold Crown Sedan—
A Chrysler 77 Crown sedan has been sold to Aug. J. Stange by the Chrysler garage. Anne M. Polack has purchased a Chrysler 70 coupe.

From Spokane—
The Oakland Motor company service representative, D. M. Johnson, whose headquarters are in Spokane, is in La Grande calling at the La Grande Motor company this weekend.

New Employee—
Jimmie Casey of Seattle is a new employee at the Jennings Motor company.

Chevrolet Purchases—
Goff & Fleser of Minam are the purchasers of a new Chevrolet sedan from the Larson Chevrolet company. Arthur King of Corvallis has purchased a new Chevrolet coupe.

Representative—
C. W. Nester, representative of the Chevrolet Motor company, from Portland, was in La Grande Thursday. He spent Friday in Baker.

MY WORD
An Englishman was visiting this country for the first time, and as he was driving along the highway, saw a sign, "Drive Slow. This means YOH!"

The Englishman stopped in surprise and exclaimed, "My word! how did they know I was here?"
Shelby News.

The only car listing for less than \$1000 which offers all these IMPORTANT FEATURES

Note the list of features below. These are features which are combined in the Pontiac Big Six and in no other car listing for less than \$1000. Come in and let us show you what these features mean to you. And bring your present car for our liberal appraisal.

- | | |
|--|--|
| 1 A 200-cubic-inch I-4-head engine. | 14 Special moulded, non-squeak brake bands. |
| 2 The Harmonic Balancer. | 15 Special Bodies by Fisher. |
| 3 The G-M-R cylinder head. | 16 Flaring fenders—70 inches across. |
| 4 The cross-flow radiator. | 17 High radiator of distinctive design. |
| 5 Automatic temperature control. | 18 A variety of popular colors. |
| 6 Fully counter-weighted crankshaft. | 19 Turnstet interior fittings. |
| 7 Interchangeable bronze-backed main bearings. | 20 Fisher VV windshield. |
| 8 A 1 1/4-inch carburetor. | 21 Adjustable driver's seat. |
| 9 A gasoline pump. | 22 Coincidental ignition and transmission lock. |
| 10 Expansion-type piston pins. | 23 Individually mounted instruments, including gasoline gauge. |
| 11 Full-pressure lubrication. | 24 Foot-controlled headlamps. |
| 12 Crankcase ventilating system. | 25 Small wheels, ten masslites. |
| 13 Internal-expanding four-wheel service brakes. | |

PONTIAC BIG SIX \$745

2240 PRODUCT OF GENERAL MOTORS

Prices, \$745 to \$995, f. o. b. Pontiac, Mich., plus delivery charges. Bumpers, spring covers and Luvajo shock absorbers regular equipment at slight extra cost. General Motors Time Payment Plan available at minimum rate. Consider the delivered price as well as the list (f. o. b. price) when comparing automobile values. This Pontiac delivered price includes only mechanical charges for freight and delivery and charge for any additional accessories or financing desired. C. O. B. Pontiac, Mich.

La Grande Motor Company

Lowest Prices In Thirty Years

The hazards of fall and winter driving loom on the horizon... rain, slush and snow... bringing the possibility of a skid and a wreck.

You can play safe and equip with Goodyears—an entire new set will assure equal traction and braking grip on all four wheels.

Today you get the finest Goodyears in history... at the lowest prices in 30 years—with an unlimited lifetime guarantee of perfection.

Play safe and ride on Goodyears.

GOOD YEAR

Bohnenkamp's

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THE greatest advance in power application since the first automobile appeared.

- 1 MULTI-RANGE GEAR SHIFT gives unbelievably faster and snappier pickup over a much wider speed range.
- 2 MULTI-RANGE GEAR SHIFT gives you choice of three complete speed ranges, each adequate in itself.
- 3 MULTI-RANGE GEAR SHIFT permits easy gear-shifting back and forth between driving speeds at will.
- 4 MULTI-RANGE GEAR SHIFT reduces hill-climbing time one-half—without any unpleasant gear noise.
- 5 MULTI-RANGE GEAR SHIFT simplifies gear-shifting and increases efficiency of car control at all speeds.
- 6 MULTI-RANGE GEAR SHIFT enables you to shift gears as always in ordinary driving—no complications.
- 7 MULTI-RANGE GEAR SHIFT provides a special Heavy-Duty Gear for driving through deep sand and mire.
- 8 MULTI-RANGE GEAR SHIFT cuts engine speed 15%, increasing economy of operation and motor life.
- 9 MULTI-RANGE GEAR SHIFT is the greatest advancement in motor car control in all automobile history.

Ask for a demonstration. It will prove a revelation.

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Greenwood & Jefferson

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